

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – General Elections, 2014 – Voter Awareness Campaign through print media – Insertion of Paid Advertisement – Payment of Rs.75,90,400/- towards the cost of Advertisement charges to M/s Pamm Advertising & Marketing, Hyderabad – Sanctioned – Orders – Issued.

-----  
GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 1972**

**Dated:12-05-2014**

Read the following:-

1. Govt.Lr.No.1269/Elecs.C/A2/2014-6, Dt.02-04-2014.
2. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No. PH/2014/05/01, dt.09-05-2014.
3. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.

\*\*\*

**ORDER:**

In the Government letter 1<sup>st</sup> read above, M/s Pamm Advertising & Marketing, Hyderabad has been requested to insert the translated version of the advertisement in the language of the respective news paper in 12 X 10 Sq. CM size and different layouts shall be inserted in different news papers in colour in all editions of Andhra Pradesh for 30 days duly commencing from 03-04-2014 to 02-05-2014 of different News Papers in connection with Voter Awareness Campaign through print media regarding General Elections, 2014.

2. Accordingly, the Agency has inserted advertisement in all editions of different news paper in Andhra Pradesh in 10 X 12 Sq. CM in colour for 30 days from 03-04-2014 to 02-05-2014 and furnished the bill for an amount of **Rs.75,90,400/-** and requested for payment vide reference 2<sup>nd</sup> read above.

3. After careful examination, Government hereby accord sanction for payment of **Rs.75,90,400/-** (Rupees seventy five lakhs ninety thousand and four hundred only) to M/s Pamm Advertising & Marketing, Hyderabad towards cost of insertion of 12 X 10 Sq. Cm size in colour advertorial in all editions of Andhra Pradesh in following news papers for 30 days duly commencing from 03-04-2014 to 02-05-2014 in connection with Voter Awareness Campaign through print media regarding General Elections, 2014.

Sl. No.	Newspaper & Edition	RO.No..	Amount
1	Deccan Chronicle	53070	40,00,000
2	Times of India	53069	30,00,000
3	The Etemad	53068	5,90,400
<b>Total</b>			<b>75,90,400</b>

(Contd...2...)

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 104 Charges for Conduct of Elections for Loksabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Loksabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the additional funds provided vide G.O. 3<sup>rd</sup> read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (3) above and credit in favour of **“Pamm Advertising & Marketing, A/c No. 90061250000351, Syndicate Bank, East Patel Nagar, 7 Sethi Bhavan, 7-Rajendra Place, New Delhi-08, IFSC Code No: SYNB0009006, MICR Code No.110025014, PAN No.AAA FP 7680H.**

6. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 3<sup>rd</sup> read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHR PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
The General Manager, Pamm Advertising & Marketing, Hyderabad  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.  
SC/SF

//FORWARDED:: BY ORDER//

SECTION OFFICER